

ABSTRACT

Andika. 2011, Thesis. *The Effect of Service Quality Towards Purchase Satisfaction at EnJe Mart Pondok Pesantren Nurul Jadid Paiton Probolinggo.*

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Keywords: Service Quality, Purchase Satisfaction.

This research was conducted based on the reality that many students, especially male students buy some goods for their daily needs at Enje Mart Pondok Pesantren Nurul Jadid Paiton, Probolinggo. At the same time the quality service given is still not good that the students feel uncomfortable in having the purchase transaction at Enje Mart Pondok Pesantren Nurul Jadid Paiton Probolinggo. One thing that the researcher noticed is that there are still many students who buy goods at Enje Mart Pondok Pesantren Nurul Jadid Paiton Probolinggo.although the quality service is not good.

This research was done at Pondok Pesantren Nurul Jadid Paiton Probolinggo East Java, started from November 24, 2011 till December 8, 2011 towards 150 male students as the sample of research. The sampling technique used in this research is *sample random sampling*, whereas the technique of data collecti on is observing, interviewing and spreading questionnaires. Attributes considered are direct evidence, reliability, response, guaranty and empathy towards purchase satisfaction.

The result of this research shows that: (1) From (F-Tests), it scored 39.197 with the significance 0.000, and based on t-test, for direct evidence is 4.135 with the significance 0.025, for reliability is 5.253 with the significance 0.000, for response is 4.437 with the significance 0.005, for guarantee is 4.294 with the significance 0.003, and for empathy is 1.872 with the significance 0.026. (2) From partial test, it is gotten that the variable of reliability is the most dominant with 5.253 and the significance is 0.000.